



Continuing Education and Consulting Plan

Fiscal Year 2014

Mission

The mission of Continuing Education and Consulting (CEC) within TSLAC's Library Development and Networking Division is to provide free access to a variety of continuing education, consulting, and related services to all libraries in Texas in order to continuously build the capacity of library staff to offer high quality service to their communities and to support agency programs and services.

General Theme

With a focus on the *Texas State Library and Archives Commission Agency Strategic Plan 2011-2015*, and the *Library Services and Technology Act (LSTA) Five Year Plan for Texas 2013-2017* visions to further the digital, educational, and economic attainment of Texans, we will:

- Support robust online learning for libraries across the state
- Enhance the leadership skills of small libraries by training non-MLS library directors through our Small Library Management Training Program
- Enhance the ability of libraries to train their staff by offering self-paced, open-access courses and other resources
- Help libraries acquire better technology skills by providing public access computing resources and services such as online training and consulting for the E-Rate application process, support for the EDGE project, and by offering a variety of continuing education opportunities on technology topics
- Assist libraries to enhance their online presence by providing a free, hosted content management system through Plinkit services

The Plan

State Need(s)	State Goal
Digital Inclusion – All Texans and Texas communities need access to Internet connected resources and services and the support they need to use them successfully	Texans and Texas communities will have access to Internet connected resources and services through Texas libraries to meet community and personal goals and the support they need to use them successfully

CEC Goal #1

Build the technological attainment capacity of libraries in Texas.

Activities

- Offer “DIY Mobile Choices” and coordinate other training as appropriate in support of TSLAC Mobile Solutions Funding program
- Update and expand “Quest for E-Rate” online course in order to provide the latest information for users
- Offer E-Rate “office hours” for one-on-one time with CEC technology consultant
- Continue “Tech Tools with Tine” style webinar series (10 webinars) on new or updated technology tools that libraries need to understand in order to best serve their patrons
- Continue national-level “office hours” for Plinkit, for one-on-one time with staff
- Oversee Plinkit upgrade in order to provide participating libraries with the latest functionality
- Evaluate Plinkit project as a whole in light of current content management system (CMS) environment and suggest/implement recommended training or migration plan
- Introduce EDGE launch with presentations at appropriate meetings/gatherings at various locations around the state, and help coordinate LYRASIS training
- Offer ALA eCourse and webinar licenses on e-resources and new technologies that appeal to many libraries at up to 50 sites around the state

Outputs

- ✓ Continue reaching at least 80 participants in each “technology tools” style webinar
- ✓ 50% of public libraries will attend EDGE training
- ✓ 20% of Plinkit libraries will use “office hours” services
- ✓ Each ALA eCourse license offering will reach an average of at least 25 host sites
- ✓ Percent of public libraries attending E-Rate training will be 30%
- ✓ Percentage of public libraries participating in E-Rate will be 25%
- ✓ Public libraries attending EDGE benchmark training will be 50% with 45% of those implementing Edge

Outcomes

- ✓ Of those libraries that participate in Edge, 40% will report beneficial results.
- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting

<u>State Need(s)</u>	<u>State Goal</u>
Literacy and Educational Attainment – Texans of all ages need access to services and resources to further their formal and informal learning goals	Texans will have access to library services to build a strong foundation for early learning, success in school, and lifelong learning

CEC Goal #1

Assist libraries in attaining their early and lifelong learning programming goals.

Activities

- Promote Texas' membership in the Collaborative Summer Library Program for public and selected school libraries by creating a series of 15-20 short video clips highlighting Early Literacy and Children's programming activity ideas from the current program manuals
- Offer a series of webinars highlighting themes and information for the Collaborative Summer Library Program's Early Literacy, Children's, Teen, and Adult programs
- Offer series of continuing education opportunities in support of early literacy programs for libraries

Outputs

- ✓ YouTube video views will increase by 5% over 2013 figures
- ✓ Percentage of public libraries participating in the Collaborative Summer Library Program will be 80%
- ✓ Percentage of public libraries participating in summer reading and early literacy training will be 75%

Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting

<u>State Need(s)</u>	<u>State Goal</u>
Economic Development – Texans of working age need access to resources and services for business and workforce development in order to prosper	Texans will enhance their business and workforce development, including entrepreneurial endeavors, through use of materials and services at their libraries

CEC Goal #1

Enhance libraries' ability to offer their users' business and career development services.

Activities

- Create an online career development facilitation mini-course in order to better prepare library staff to help users with career planning and job seeking
- Promote available training for TexShare business-related databases and resources

Outputs

- ✓ Percentage of public libraries participating in training will be 80%.
- ✓ Percentage of academic libraries participating in online training will be 40%

Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format).

State Need(s)	State Goal
<ul style="list-style-type: none"> • Digital Inclusion – All Texans and Texas communities need access to Internet connected resources and services and the support they need to use them successfully • Literacy and Educational Attainment – Texans of all ages need access to services and resources to further their formal and informal learning goals 	<ul style="list-style-type: none"> • Texans will receive responsive library services

CEC Goal #1

Increase the leadership attainment of libraries around the state by training small library, non-MLS directors in foundational skills through the Small Library Management Training Program (SLM), and by making available general leadership training such as Public Library Association's *Results Boot Camp*.

Activities

- As a supplement to Small Library Management program materials, provide a list of recommended learning opportunities for staff in small libraries to help them access a variety of free "foundational" training not only from TSLAC, but from a variety of sources such as InfoPeople, the Texas Library Association, and WebJunction Texas
- Develop updated online Technology course for SLM
- Provide updated SLM Management & Leadership Essentials in-person workshop
- Coordinate the development and presentation of a webinar series highlighting important small-library leadership behaviors and best practices
- Provide webinars on a variety of leadership and management topics, including partnering, legal issues, and customer service
- Make SLM Reference Services and Collection Development course material available in online, self-paced format
- Prepare additional content for Small Library Management Advanced topics, and complete planning to offer either as online course or in-person workshops as appropriate
- Arrange to have Public Library Association's Results Boot Camp presented at a Texas Site

Outputs

- ✓ 50% of SLM graduates will attend SLM Advanced course offerings

Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting
- ✓ Services will result in at least 70% of SLM participants successfully accomplishing the immediate outcomes of the workshops
- ✓ Services will result in at least 40% of attendees successfully accomplishing intermediate outcomes of the workshops

CEC Goal #2

Offer a variety of online training offerings and consulting services to assist libraries in attaining higher levels of service to Texans.

Activities

- Promote the availability of Connect2Compete, DigitalLearn.org, and other national initiatives in order to assist library staff around Texas to increase community engagement and to share information with their users
- Develop and implement a plan to incorporate and update digital literacy “train the technology trainer” resource materials created as part of the Technology Expertise, Access and Learning for All Texans (TEAL) project into the CEC web presence and program for sustainability
- Offer at least two learning opportunities on the topic of health literacy
- Continue to support current library trends through a regular series of free webinars, and subsequent offering of the archived versions on our online training site, including webinars on the topics of eContent/eBooks, and small business/entrepreneur support
- Continue as a Webjunction.org state partner in order to offer 350+ self-paced online courses to full-time library staff in Texas.
- Continue marketing new video and print resources from the Library Science Collection that enhance continuing education offerings and/or that support new or foundational library skills
- Work in conjunction with providers such as TLA, Webjunction, TechSoup and Infopeople to continue advertising free webinar opportunities to the state on a weekly basis, as well as via a CECcalendar
- Provide support for a variety of live webinars that relate directly to Library Development & Networking programs and services, and that highlight the use of tools such as Plinkit, E-Rate, annual reporting, grants management, and TexShare programs
- Present or coordinate TLA conference programs that reflect the service priorities of the Library Development and Networking division
- Create an orientation screencast for our website that provides overview of our online courses and webinars, including how to register, how best to use the tools

Outputs

- ✓ Provide online continuing education to 80% of public libraries in the state
- ✓ Provide online training to 40% of academic libraries in the state
- ✓ Provide self-paced course content through WebJunction to 30% of total FTEs covered by license (7,000)
- ✓ Realize a 20% growth in user accounts to WebJunction
- ✓ Count of materials provided will increase 5% over 2013 figures
- ✓ Screencast video views will increase by 5% over 2013 figures

Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting

CEC Goal #3

Help libraries increase their attainment of financial/budgeting knowledge through a variety of consulting and online training options.

Activities

- Coordinate webinars and create screencasts to show public libraries how to mine annual report data to compare themselves to other Texas libraries
- Provide support for online training on managing and applying for grants

Outputs

- ✓ 100% of grantees take provided online training for grants management
- ✓ Screencast video views will increase by 5% over 2013 figures
- ✓ 20% of E-Rate libraries will use “office hours”

Outcomes

- ✓ Services will result in at least 70% of customers being satisfied with training (regardless of format) and consulting
- ✓ Via follow-up survey, at least %70 of customers will indicate satisfaction with consulting